

Chapter 7 Sustaining the Initiative

Module 2: Partners



Step Up and Step Out to create lifetime changes!



*"Blessed is the influence of
one human soul on another."*

George Eliot

People...what it is all about



People are your most valuable resource and the key to sustainability! Steps to recognize, respect, and reward people will ensure that your coalition will be able to make a difference for healthy kids.

Six R's

From the Ground Up, A Workbook on Coalition Building and Community Development, AHEC/Community Partners (1) identifies six "R's" of participation. They are reasons people participate in all kinds of groups, organizations, or associations. Incorporating these concepts in planning will ensure sustainability. The six "R's" are:

R's

1. Recognition
2. Respect
3. Role
4. Relationship
5. Reward
6. Results

Recognition

People want to be recognized for their leadership to serve.

Recognition can be given through awards, dinners, highlighting contribution, identification and praise at public events.

Respect

People seek respect from their peers, which is not always found at work, by joining community activities.

Respect can be given by acknowledging all points of view and timely follow-up on requests or comments.

Role

We need to feel needed.

Create coalition roles that interest people with power and substance.

Relationship

People join organizations for personal reasons, such as making new friends, or for public reasons, such as to broaden a base of support or influence.

Encourage relationships by providing opportunities for networking.

Reward

Long-standing members are maintained and new members join coalitions when the rewards of membership outweigh the costs.

Be on the lookout all of the time for the win/win situations that provide the rewards!

Results

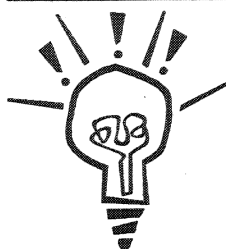
An organization without results will not attract people and resources.

Writing the action plan and measuring successes are the keys to "show me the results!"



References and Resources

- (1) *From the Ground Up, A Workbook on Coalition Building and Community Development, 2nd Edition Spring 1997.*
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Module Tip:

Begin now to plan for sustaining your initiative. Remember that people are your key to success.

FAQs:

- **Question:** It is still not easy to keep people motivated. What can we do?
Answer: Have a clear vision of what you want to do and communicate it.
Identify win/win relationships.
Delegate small actions to number of people.
Recognize and reward partners in many small ways all the time.

Module Glossary:

Six R's of participation: 6 reasons people participate in groups, organizations, or associations. Identified by AHEC/Community Partners.

Step Up and Step Out!



Share your Vision

Model your Vision

Make a difference for kids

